

Macy's

Herald Square, Broadway, 34th to 35th St.

INFANTS' COATS

of Fine Diagonal Serge, \$4.89



THE lovely little model illustrated is plain, neat, serviceable and becoming. The collar of astrakhan cloth can be rolled high for cold weather. Convenient pockets and pearl button fastenings. Sizes 2 to 5 years.

Corduroy Coats, \$8.94

In exquisite shades of Copenhagen blue, brown or navy. A low belt of self material, and the Coat cut high at the neck, with a rolling collar, velvet buttons fasten the front and trim the collar. Lined throughout with a good silk lining, same shade as coat.

Infants' Velvet Hats, \$1.98

One of these models is illustrated, and it is just as pleasing in reality as pictured. There is a choice of colors—Copenhagen blue, brown or navy. They are trimmed with pleated satin ribbon and flowers. Any of these could be matched to the above coats.

THIRD FLOOR, 35TH ST., REAR.

Special Offering of Women's PETTICOATS

Featuring the New Fall Ideas

All-Silk Jersey, \$2.69

Made with deep pleated flounce of same material, black and all the new fall shades.

Crepe de Chine, \$2.89

With two flounces of shadow lace and ribbon rosettes. White and flesh.

Extra Size Messaline, \$3.49

Heavy quality, deep sectional pleated flounce, cluster of tucks. Black, changeables and stripe colors.

Heavy Quality Messaline, \$2.89

Made with straight flounce, two broad tucks, finished with small knife pleated ruffles, silk underlay, fitted top. Black, changeables and new fall shades.

Milanese Silk Jersey, \$4.89

Heavy quality, deep flounce of silk, black and new fall shades.

Crepe de Chine (Black), \$4.89

Made of heavy quality, with flounce of black shadow lace and chiffon, and ribbon rosettes.

Exclusive Models in hand made Petticoats of satin, crepe de chine and fancy materials, ranging in price from \$5.89 to \$27.75.

THIRD FLOOR REAR.

Price Concessions On Desirable Corsets, \$2.97

Macy's usual price \$6.94

Front laced Corsets, made of striped coutil, medium low bust, walloh filled, trimmed with silk embroidery; elastic band at bottom of back. The model (as illustrated) of a well known manufacturer whose name we cannot mention. Sizes 21 to 30.

"American Lady" and "Royal Worcester" Corsets, 98c

Macy's usual prices, \$1.44 to \$2.89

Made of batiste and coutil; low, medium low and high bust; long hips; discontinued styles, but very desirable models. Sizes 21 to 30.

THIRD FLOOR, 35TH STREET.



Noteworthy Reductions in RUGS-CARPETS-LINOLEUMS

MACY'S Floor Covering Store has made another vast purchase, this time of some Domestic Rugs. They are high grade Tapestry Brussels and Axminsters. Besides these two lines, other Rugs are included, making this offering one of the greatest selling events we ever held.

In addition to Rugs, there will be included in this sale Carpets of high grade and Linoleums that have colors running all the way through to the back. There will also be on hand additional expert sales help to assist you in making your selections. The sales and prices are as follows:

Some Splendid CARPETS at Price Reductions

This display, a really remarkable one, includes Body Brussels Carpets of the highest quality, solid-color Wilton Velvet Carpets and Figured Carpets. The assortment is so great that every homemaker should be able to find exactly what is required.

High Grade Tapestry BRUSSELS

Size	Standard Price	SALE PRICE
8 ft. 3 in. x 10 ft. 6 in.	\$12.50	\$9.89
9 ft. x 12 ft.	\$18.50	\$14.24

The above Rugs offer very desirable sizes at exceptional prices. Slightly imperfect.

High Grade Axminster RUGS

Size	Standard Price	SALE PRICE
27 in. x 54 in.	\$2.00	\$1.54
4 ft. 6 in. x 6 ft. 6 in.	\$7.50	\$5.89
6 ft. x 9 ft.	\$15.50	\$9.89
8 ft. 3 in. x 10 ft. 6 in.	\$22.50	\$14.89
9 ft. x 12 ft.	\$24.50	\$16.24

Slightly imperfect.

Body Brussels

(yd.) **98c**

Macy's Usual Price (yd.) \$1.39

There are 15 to 20 patterns, discontinued by a leading manufacturer, almost every one having borders to match. All perfect goods. In handsome two-tone and color effects. Some unusually handsome chintz effects.

Solid Color Wilton Velvets

(yd.) **\$1.19**

Macy's Usual Price (yd.) \$1.34

This price is for 27-inch width. We stocked them very heavily. Many new colors and shades. Stair Carpets to match. The solid colors are good for office use, as well as in homes.

The same quality, 36-in. width (yd.) \$1.59.

Velvet Carpets

(yd.) **89c**

Macy's Usual Price (yd.) \$1.14

Consisting of Velvet Carpets in small all-over effects. Persian combination patterns and two-tones. Taken from regular stocks. Perfect goods.

Also a lower-grade Wool Velvet Carpet (Macy's former price, yd. \$1.84), limited in quantity. Early comers get a good selection. Special (yd.) 69c.

Three Good LINOLEUM Specials

Inlaid Linoleum 98c

Macy's Usual Price (sq. yd.) \$1.25

Over a dozen patterns, in tile effects, in fine color combinations. Some have green predominating, others ivory, tan and blue. Colors run all through to back, so they should give many years' service. Two yards wide.

Inlaid Linoleum 59c

Macy's Usual Price (sq. yd.) 71c

These goods are not so thick as those mentioned on the left, but otherwise are of the same quality. They look the same on the floor. Patterns are different, but they come from regular stock. Elsewhere such goods have sold at 40c to 50c.

Figured Cork Linoleum 44c

Macy's Price, if perfect, would be (sq. yd.) 69c.

New designs in four yard widths, comprising tile and wood effects, at almost 50 per cent. less than usual. 15 patterns. Some rolls contain slight imperfections in print, hardly noticeable and not in the least affecting wear. Perfect otherwise.

New Fall LACES in Dainty Designs

Tinsel Laces, in gold, antique, silver and steel; 2 1/2 to 7 1/2 inches wide; were 37c to 99c yard now 12c to 49c yard.

Linen Cluny Lace Edging and Insertions, Special (yd.) 38c

Hand-made; 2 1/2 to 4 inches wide; pretty designs.

Elsewhere 50c to 60c yard. MAIN FLOOR, CENTRE.

Moire Taffeta RIBBONS, 37c yd.

Satin edge, 6 inches wide; black, white and all the new Fall colorings. Very desirable for millinery purposes, girdles and hair bows.

Roman Stripe Girdle Ribbons, Special (yd.) 39c

All silk quality, 6 inches wide; varied assortment of color combinations. Will make effective girdles on new style gowns.

MAIN FLOOR, CENTRE.

Effective Dress TRIMMINGS, 69c

Were \$1.12 to \$1.49

Spangled, Beaded and Embroidered Silk Trimmings, wide and narrow bandings; various color combinations; also beaded tassels, ornaments, roses, etc.

Shadow Lace and Net Pleatings, Very Special

Verified Price Elsewhere 25c to 35c (yd.) 19c

2 1/2 to 4 1/2 inches wide; white, cream and ecru.

MAIN FLOOR, CENTRE.

Macy's

Herald Square, Broadway, 34th to 35th St.

Misses' & Small Women's SUITS and DRESSES

FASHION in her ever-changing mood has once more waved her "wand" and announced that Suits and Dresses, while still loose-fitting and gracefully outlined, have only very recently a tendency to silhouette the figure. We are showing the latest models of these and invite your inspection.

Fine Quality Broadcloth Suits, \$32.75

This is one of the season's successful models. The 3/4 length Coat is pleated from below broad belt and the standing collar is of chinchilla squirrel. A deep yoke skirt, and the choice of colors are navy, Copenhagen blue, green and brown. Sizes, 14, 16 and 18 years.



New Model Satin Dresses, \$23.74

Made on the stylish Russian lines and the material of finest lustrous quality, skunk opossum trimming around neck and cuffs, with fancy metal button fastening down the front. Sizes, 14, 16 and 18 years.

Basque Model Dress, \$19.74

An effective combination of satin and velveteen in shades of blue, brown, green and black.

One-Piece Satin Dress, \$15.74

A semi-basque model with broad belt of velveteen; accordion pleated underskirt; colors, navy, brown, black and green. Sizes, 14, 16 and 18 years.

THIRD FLOOR, BROADWAY, 35TH ST. SIDE.

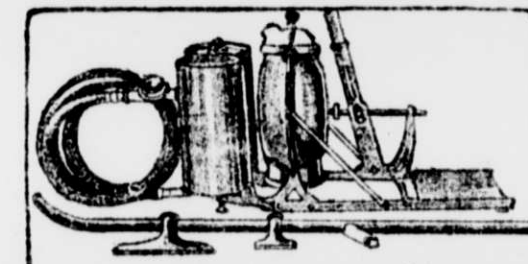
\$28.75
This exceedingly attractive model is made of excellent quality broadcloth. The sketch shows very plain lines, but real tailoring skill is displayed in the finish. The coat is long and cut circular effect. The large collar and cuffs are of skunk opossum, Japanese mink or chinchilla. The skirt has a yoke top and the colors are black, navy, brown or Copenhagen blue. Sizes 14, 16 and 18 years.

VACUUM CLEANERS

A Rare Special—\$7.97

Standard Price, \$18.74

A Cleaner That Thoroughly Cleans



The Automatic Vacuum Cleaner is a well-constructed, reliable and durable machine, possessing great suction power. It has no superior in cleaning corners, under furniture, along picture mouldings and in places usually difficult to reach. No Vacuum Cleaner excels it in simplicity, ease of operation or strength of construction. Equipped with three kinds of cleaning tools, an observation glass and a strong, flexible, woven vacuum hose. More than 30,000 now in satisfactory use. BASEMENT, 35TH STREET.

See This Display of FINE DRESS GOODS

THE Autumn showing of DRESS GOODS at Macy's to-morrow, Monday, will include every desirable Novelty in Fabrics and Colorings that this season, replete in new things, has brought forth.

French GABARDINES (yd.), 98c

Standard Price, \$2.00 Yard

We offer 2,000 yards of these 50 inch fine, all-wool goods, our own importation, and made in the right weight for Dresses in a beautiful, rich finish. The fine quality will surprise you when you compare quality and prices with other houses. New French shades of Russian, green, taupe, myrtle, medium and dark navy, plum, Copenhagen, medium brown, tete de negre and black. A very remarkable offering.

Storm Serge (yd.) 79c

Macy's Usual Price, 98c

A cloth made for service and shown only in the correct shade of navy blue. Strictly all-wool. There are 1,200 yards, 50-inch width. This price affords a chance to buy desirable dress goods at a marked saving.

SECOND FLOOR, BROADWAY, AND ON TABLES, MAIN FLOOR, BROADWAY.

Whipcord Gabardine (yd.) \$1.06

Standard Price, 1 yd., \$1.50

A beautiful quality of Whipcord Gabardine 50-inch width, that comes in two shades of navy blue and black. This cloth is especially suitable for tailor-made suits.

SECOND FLOOR, BROADWAY.

Granite Cloth (yd.) 94c

Standard Price, \$1.50

Granite cloth is one of the season's popular weaves, and is suitable for two-piece suits. New Fall shades are here for your selection: Navy, myrtle, taupe, Copenhagen, wistaria, green and black.

SECOND FLOOR, BROADWAY.

54-INCH FRENCH SERGE, (yd.), 97c

Macy's Usual Price, \$1.29

This offer of all-wool goods is one of the best we ever made. Suitable either for dresses or two-piece suits. The shades are navy blue, men's wear blue, seal, myrtle, Russian green, plum, wistaria, brown, delft, tete-de-negre, Copenhagen, golden brown, garnet, taupe and black.

Broadcloth (yd.) \$1.37

Spot-proof, Sponged and Shrunken

Standard Price, \$2.00 yard.

2,000 yards of sponged, shrunken, and spot-proof Broadcloth at a very low price. Fashion demands Broadcloth. Ordered months ago, we can offer it below the retail price for this quality to-day. Myrtle, green, Russian green, olive, cadet, delft, Copenhagen, garnet, beaver, wine, light brown, medium brown, seal, sailor blue, navy, men's wear blue, and black in same quality.

SECOND FLOOR, BROADWAY, AND ON TABLES, MAIN FLOOR, BROADWAY.

Hollow-Cut Imported Corduroy (yd.) 78c

Macy's Usual Price, \$1.39 yard.

This is a 2 1/4-inch English hollow-cut Corduroy, with twill back, fast color and fast pile. Pile fabrics are extremely fashionable for Fall and Winter wear. Colors shown are plum, wistaria, light and dark navy, royal blue, seal, light and medium brown, wine, garnet, taupe and black.

SECOND FLOOR, BROADWAY, AND ON TABLES, MAIN FLOOR, BROADWAY.

Blankets and Comfortables

New York Housekeepers may never have a better opportunity than the present to lay in supplies of needed Winter Bed Coverings. We bought very heavily before the War was thought of, and the benefit of our prices obtained then we pass along to you now—a good old Macy custom.

Silkoline Comfortables \$1.24

200 dozen of these fine Silkoline Comfortables, in both light and heavy weights. They have what are termed manufacturers' imperfections, but they are so slight you might never notice them. Every one will fit a full-sized bed. Floral designs on both sides.

Some of these are sold elsewhere at a standard price of \$2 each.

Silk Mull Comfortables \$2.19

Standard Price \$3.00

These are the last of our tremendous purchase previously advertised. Filled with the best sanitary bleached cotton. Plain mull, 9-inch borders. These silk mull Comfortables are put together to stand hard wear, and are very durable, as well as soft and warm.

Maine Made Blankets (pr.) \$3.49

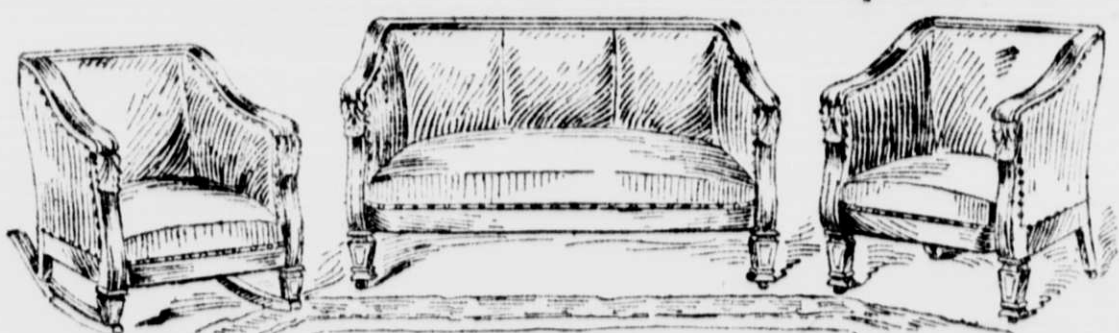
2,000 pairs, from a famous mill Down East. Made months ago to our special order. Various sizes; a mixture of wool and cotton. Weight 4, 4 1/2, 5 and 6 lbs.

Better qualities, 60x80 in., \$3.49
70x80 in., \$4.29
76x84 in., \$4.79

Great Price Attractions In LIVING ROOM SUITES

HERE are chances for genuine money savings in the purchase of the highest grade of Furniture for the Living Room. The suites enumerated below are models of fine Furniture craftsmanship, rich and elegant in their beauty of design.

Three-Piece Leather Library Suite, \$69.50



Three-Piece Library Suite (illustrated)

Consisting of a Sofa, Arm-Chair and Arm-Rocker. The frames are in fine mahogany finish, beautifully carved, and seats and backs are covered in genuine brown Spanish leather. Upholstered with the best grade of tempered steel springs. A very special offering at this price.

Three-Piece Suites, \$60.25

High arms and backs. Comfortable; tempered steel springs; mahogany finish; covered in genuine Spanish leather. Rocker, Arm-Chair and Sofa.

Another Suite, \$106.00.

Consisting of Rocker, Arm-Chair and Sofa, in genuine brown Spanish leather, \$106.00.

Another Suite, \$131.00.

Consisting of arm-chair and arm-rocker. Mahogany finished legs, loose cushions, covered in a genuine brown leather, upholstered with best grade of tempered steel springs.

Leather Settees, \$37.50

Wing-shaped backs, wide arms, loose cushions, covered in genuine brown Spanish leather.

Rocker to match, \$26.25

Arm-Chair to match, \$26.25

Leather Chair, \$29.50

Loose cushions, tufted wing backs, wide arms, mahogany finished legs, best grade tempered steel springs and covered in brown leather.

Rocker to match, at \$29.50.

Three-Piece Suites, \$218.00

Consisting of Sofa, Arm-Chair and Rocker, loose cushions, covered in genuine brown Spanish leather, mahogany finished legs, in Queen Anne design.

Leather Suite, \$54.25

Three pieces in genuine brown Spanish leather. Frames mahogany finished.

Another Suite, \$218.00

Consisting of arm-chair and arm-rocker. Mahogany finished legs, loose cushions, covered in a genuine brown leather, upholstered with best grade of tempered steel springs.

SIXTH FLOOR.